Suggested Outline for a Proposal

Recommendations
We propose to study X, determine Y, by using Z. It will cost m.

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Objectives
Highest level objectives and operational objectives

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The Problem
What decisions are affected? What we see to be the problem and *how we did it*.

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Alternative Solutions
Alternative solutions and how we solved this

↓

Information Needed to Solve the Problem
What we need to learn

↓

Proposed Procedures to Solve the Problem
Details on obtaining/analyzing the information.
Why relevant? *Timeline*.

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Gaining Acceptance
Our capabilities. Deliverables described in detail.
Possible outcomes: what decision will you make?

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Questions
What do you need to know before next step?

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The Close
Summarize questions and set Action Steps.